COTTON CHATS

DRAPER COMPANY, HOPEDALE, MASS.

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NO. 109. NOVEMBER, 1911.

The Mollohon Mfg. Co., Newberry, S. C.
Exhibit in Trades' Display
June, 1911.

FIRST QUALITY CLOTH FROM A TRAVELLING WEAVE ROOM.

We have frequently called attention to the adaptability of the Northrop loom to adverse weaving conditions.

Through the courtesy of Mr. George W. Summer, President of The Mollohon Manufacturing Company of Newberry, South Carolina, we are able to reproduce the float of said Company in the local Trades' Display of June 23, 1911. The Northrop Loom was operated while the wagon was passing through the streets; the cloth woven was all of first quality and as stated in a letter from the company it is **"a remarkable feat for a loom to produce such cloth under the circumstances."**

The test demonstrates conclusively that Northrop looms will run under unfavorable conditions and give better results than common looms.

Conversely, inexperienced persons learn weaving on Northrop looms in a small fraction of the time necessary to become skilled operatives on common looms.

THE RAPID DEVELOPMENT OF THE SOUTH

through the introduction of Cotton Mills and its prominence in cotton manufacturing today is largely due to the fact that so many of its able business men saw the advantages of the Northrop loom in its early stages and proved their faith by their orders.

In the next period of business activity the help question in cotton mills will be a more important factor than ever before. With the growth of this country we

are dependent upon foreign immigrants to a large extent to operate the machines added yearly to various manufacturing industries. A machine that is automatic requires less skill and generally turns out a better and more uniform product than a machine for a similar line of work depending entirely upon long training and experience.

Here again **the Northrop Loom is pre-eminent.**

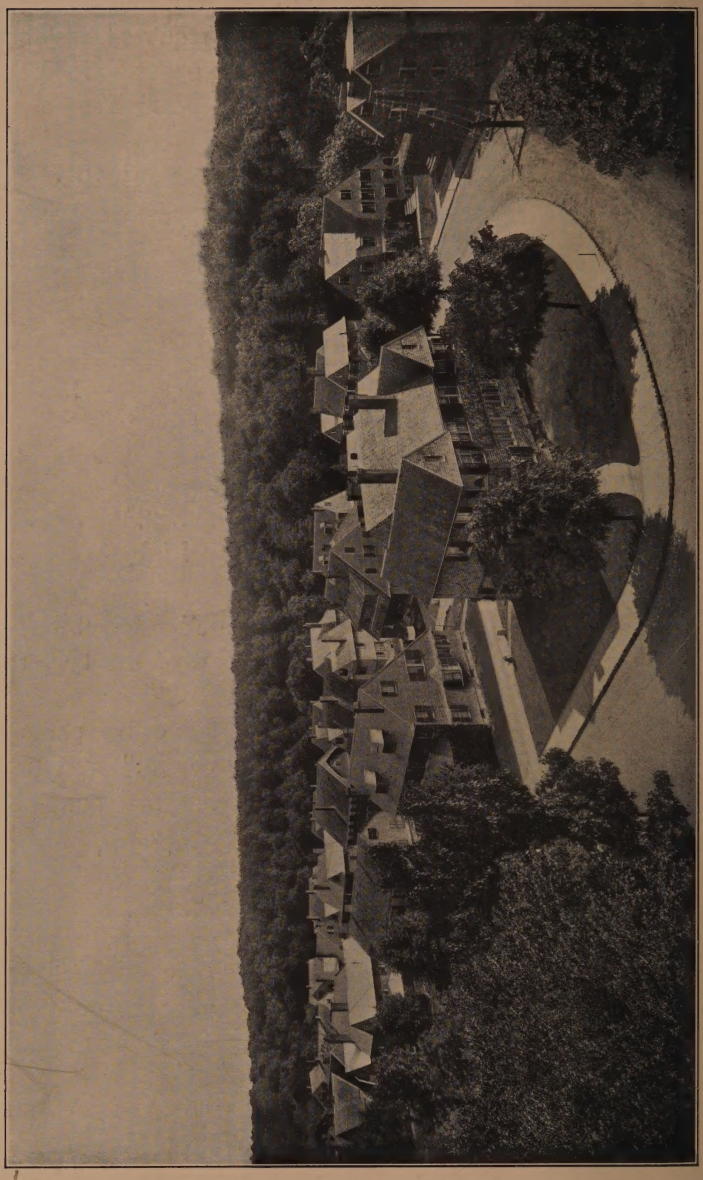
AS OTHERS SEE US.

Referring to the illustration on back page of our October Cotton Chats, the head of one of the largest textile plants in this country writes us:

"This is the most effective and impressive photo advertisement I ever saw. I want to tell you so."

OUR 1912 CALENDARS

have been received and will be mailed as far as possible, during the first half of December, so as to reach our friends in the mills in advance of the rush of the holiday mails. Our 1912 memorandum books will also be mailed about the same time, and to avoid loss are sent under letter postage with request to be returned by local postmaster if not delivered. Our mailing lists for the above are intended to include all cotton mill officials as well as overseers of the various departments using goods of our manufacture.



SKY PHOTOGRAPH
OF
DRAPER COMPANY COTTAGES,
HOPEDALE, MASS.